GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:65
ANSWERED ON:18.07.2002
PRODUCTION OF CHILDREN`S FILMS
JAIBHAN SINGH PAWAIYA;SHIVRAJ SINGH CHOUHAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a very few children films are produced in the country and screened in the National Film Festivals and International Film Festivals;

(b) if so, the details thereof and the steps taken/ to be taken in this regard;

(c) whether the Government have allocated funds for films/ programmes/serials on children in the Tenth Five Year Plan;

(d) if so, the details thereof; and

(e) the steps being taken by the Government to encourage the film producers to produce more children films/programmes/serials?

Answer

THE MINISTER OF INFORMATION & BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (e): A statement is laid on the Table of the House.

Statement referred to in reply to part (a) to (e) of Lok Sabha Starred Question No.65 for 18.7.2002

(a) & (b): Film production activity in India is mainly in the private sector. As children`s films have a limited market, private producers do not produce many children films.

In so far as the Children`s Film Society of India (CFSI) is concerned it producesacquires, distributes, exhibits children`s films on regular basis and enters eligible films for participation in National Film Festivals and International Film Festivals in India and abroad.

(c), (d) & (e): A provision of Rs.17.60 crores has been proposed for production of films/programmes/serials for CFSI in the 10th Five Year Plan. To encourage the production of children`s films, CFSI has taken up the matter with various StateGovernments to provide subsidy for the children films produced in their respective regional languages. In order to encourage telecast of children`s programmes on Doordarshan as also outside production, Prasar Bharati`s rate card provides concessionof 25% on the telecast fee for sponsored programmes in the children`s category at non prime time. Children`s films are also telecast on the National network and DD Bharati. Children`s programmes are also telecast by the other channels of Doordarshan in various regional languages.